



CANALES & CO

SUNSET VALLEY

BRAND DEVELOPMENT

Feedback from Discovery and Research

1. No sense of place, or boundaries.

We should aim to make Sunset Valley a memorable and easily-identified destination, with the goal of attracting the right businesses to bring in more than just value shoppers.

2. Disconnection between resident and shopper experiences in Sunset Valley.

We should find ways to enrich shopping experiences to match the level of resident experiences.

3. Retailers not feeling the love from residents.

We should find ways to support the little guys – local businesses – through advertising, news mailers to residents, chamber of commerce, and promoting cross-collaboration.

Discovery Spectrum Quirky - Rural

This direction evolves and simplifies the existing Sunset Valley icon, drawing inspiration from sunsets, cattle brands and an eye for what's good.

Unpolished

Relaxed

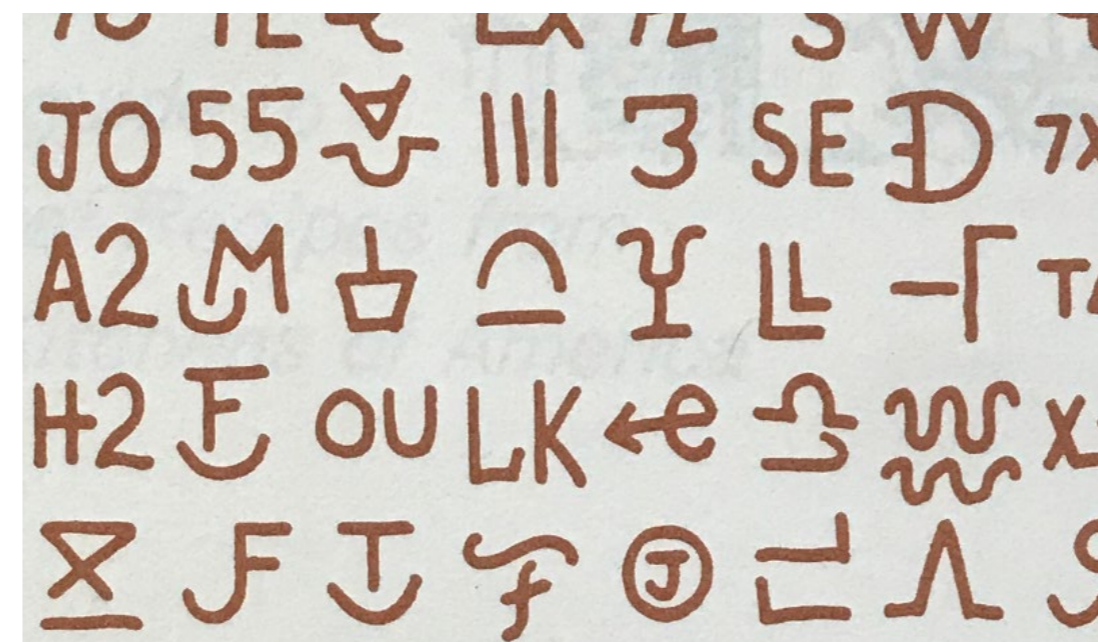
Interesting

Approachable

Sensible

Quirky

Artsy



Identity Concept 1

Growing What's Good

Sunset Valley focuses on preserving what's best while staying open to growing what's good. It's this perspective that gives the town a bright and colorful quiriness without losing its sense of rural groundedness. The people of Sunset Valley embrace this spirit of old and new in their diverse approaches to life – some are urban farmers, some work in white-collar trades, some do both, and others do neither. This open-minded, quality-focused culture makes Sunset Valley what it is, and anyone who visits is immediately drawn in by the fact that this town does a little of everything – and it's all good.



SUNSET VALLEY

GROWING WHAT'S GOOD



**SUNSET
VALLEY**



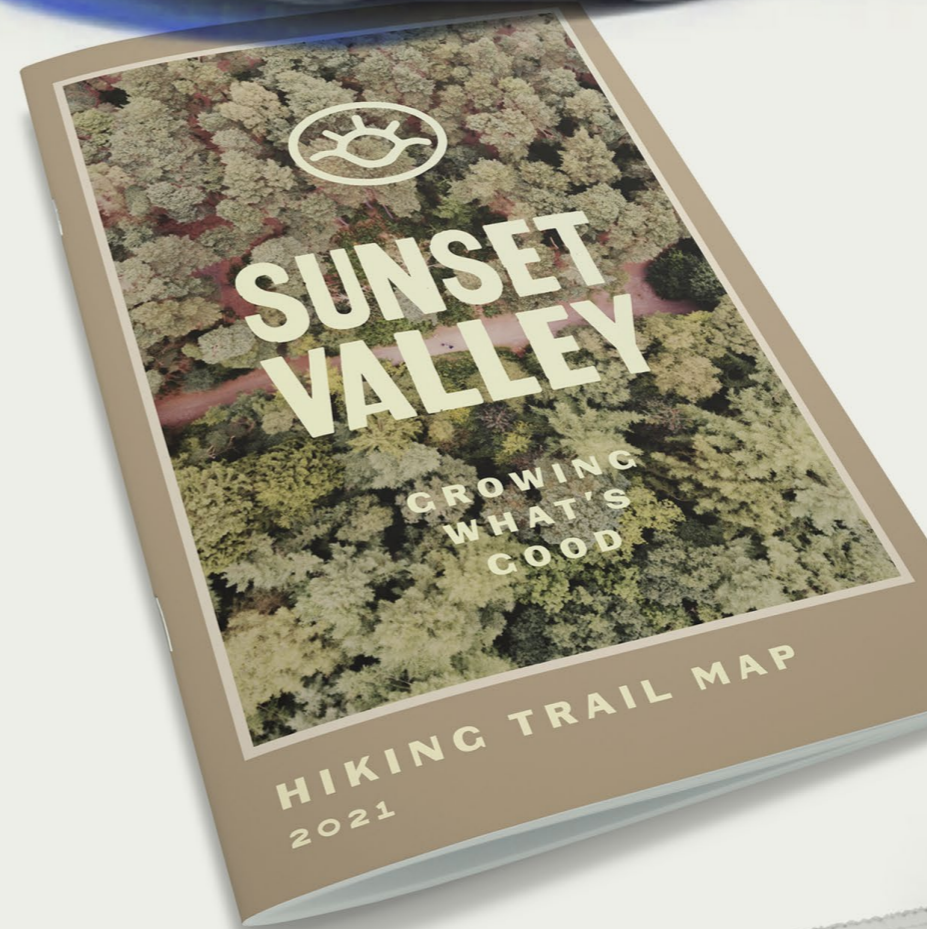
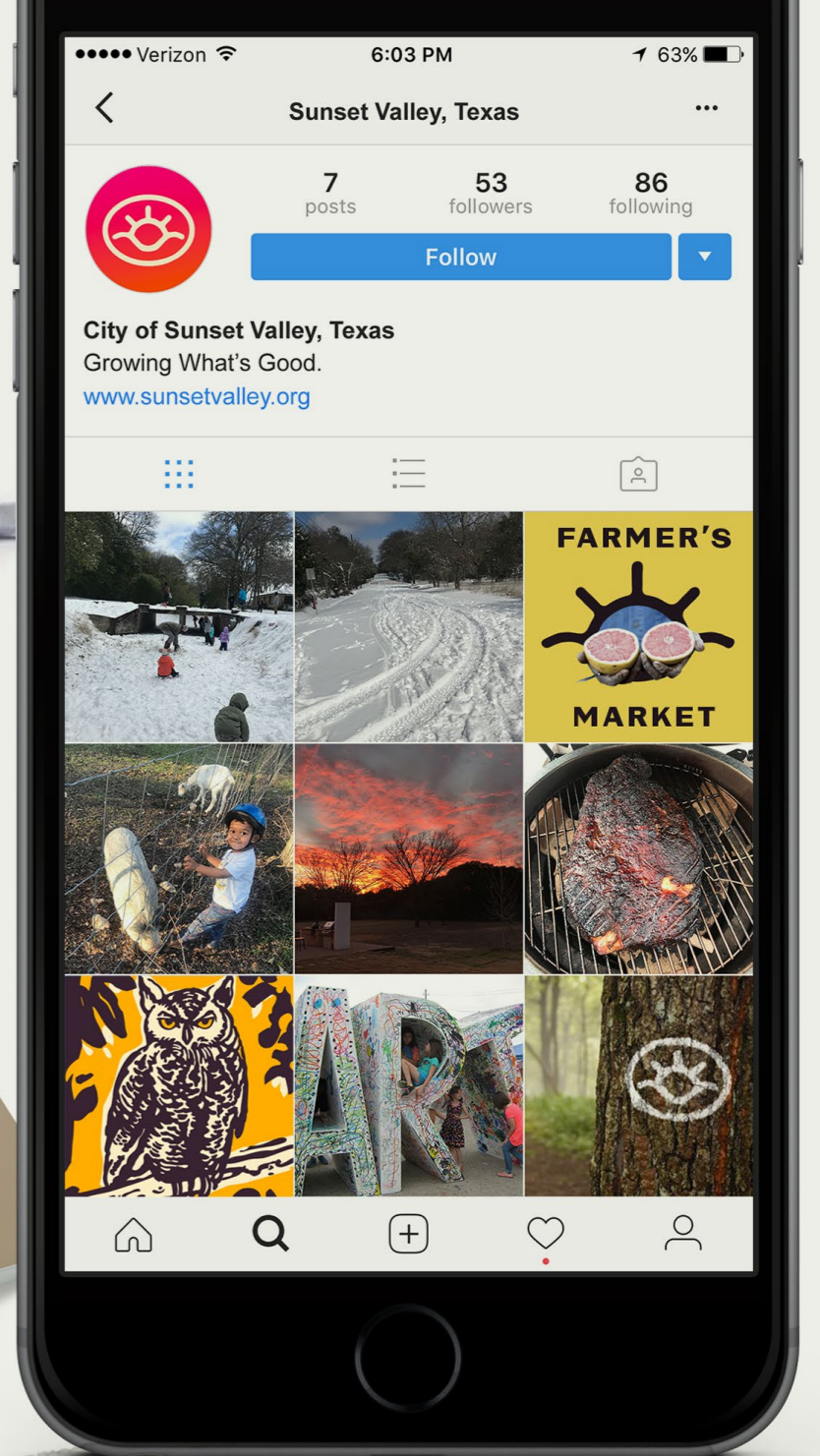
**SUNSET
VALLEY**

GROWING
WHAT'S
GOOD



SUNSET VALLEY

GROWING WHAT'S GOOD





WHAT'S GOOD?



THE PERFECT FIT.

SHOPPING AT THE VILLAGE
SUNSET VALLEY

WHAT'S GOOD?



WILD WINGSPANS.

GREENBELT
SUNSET VALLEY

WHAT'S GOOD?



TACOS AND MARGS.

CRUZTECA
SUNSET VALLEY

WHAT'S GOOD?



SPECIAL OCCASIONS.

THE HOMESTEAD
SUNSET VALLEY

WHAT'S GOOD?



HOMEGROWN TALENT.

ARTFEST
SUNSET VALLEY

WHAT'S GOOD?



SATURDAY MORNINGS.

FARMER'S MARKET
SUNSET VALLEY

PRESERVING WHAT'S BEST



SUNSET VALLEY

GROWING WHAT'S GOOD

PRESERVING WHAT'S BEST



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PRESERVING WHAT'S BEST



SUNSET VALLEY

GROWING WHAT'S GOOD



Discovery Spectrum
Eclectic Visionary

This direction draws inspiration from clouds and sunsets to create a friendly, colorful aesthetic that invites you to wander (and wonder) in Sunset Valley.

Artistic

Diverse

Edgy

Witty

Charismatic

Innovative

Sensible



Identity Concept 2

Wander Our Way

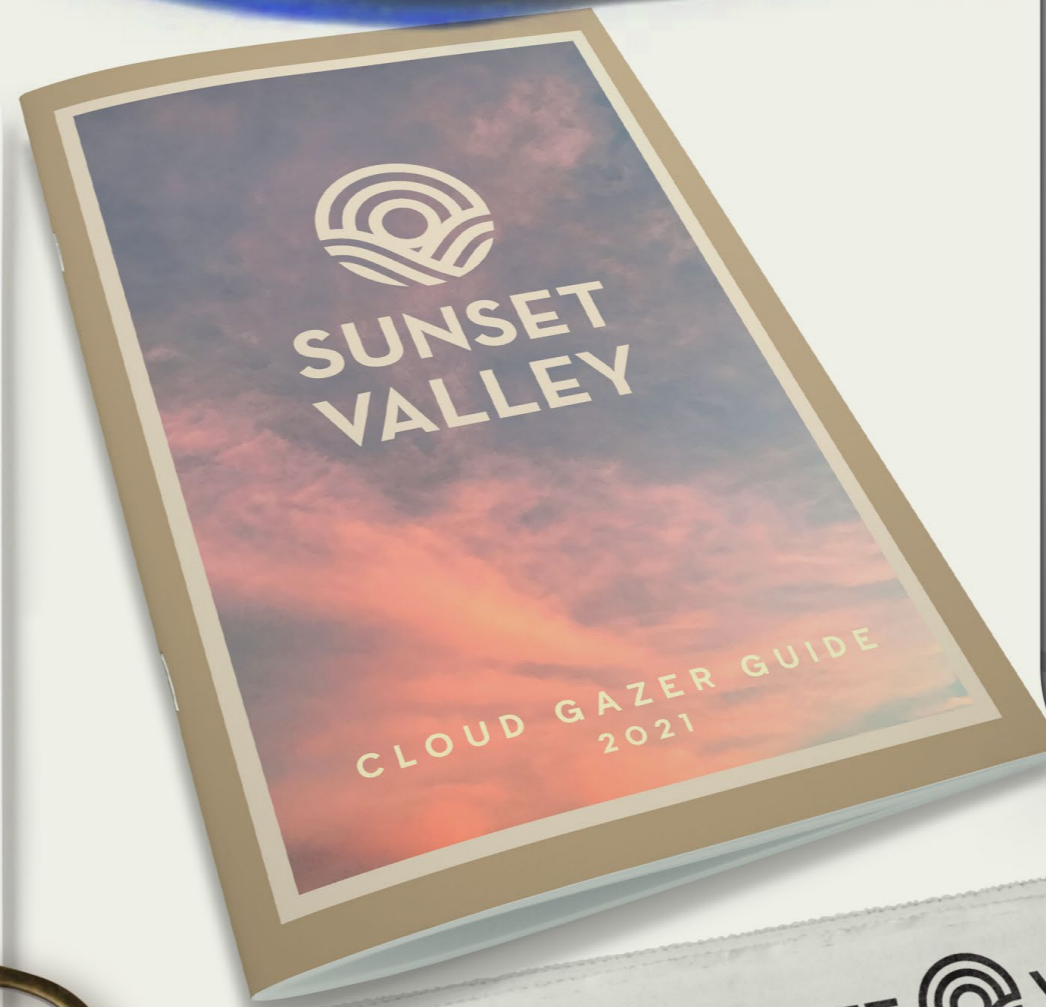
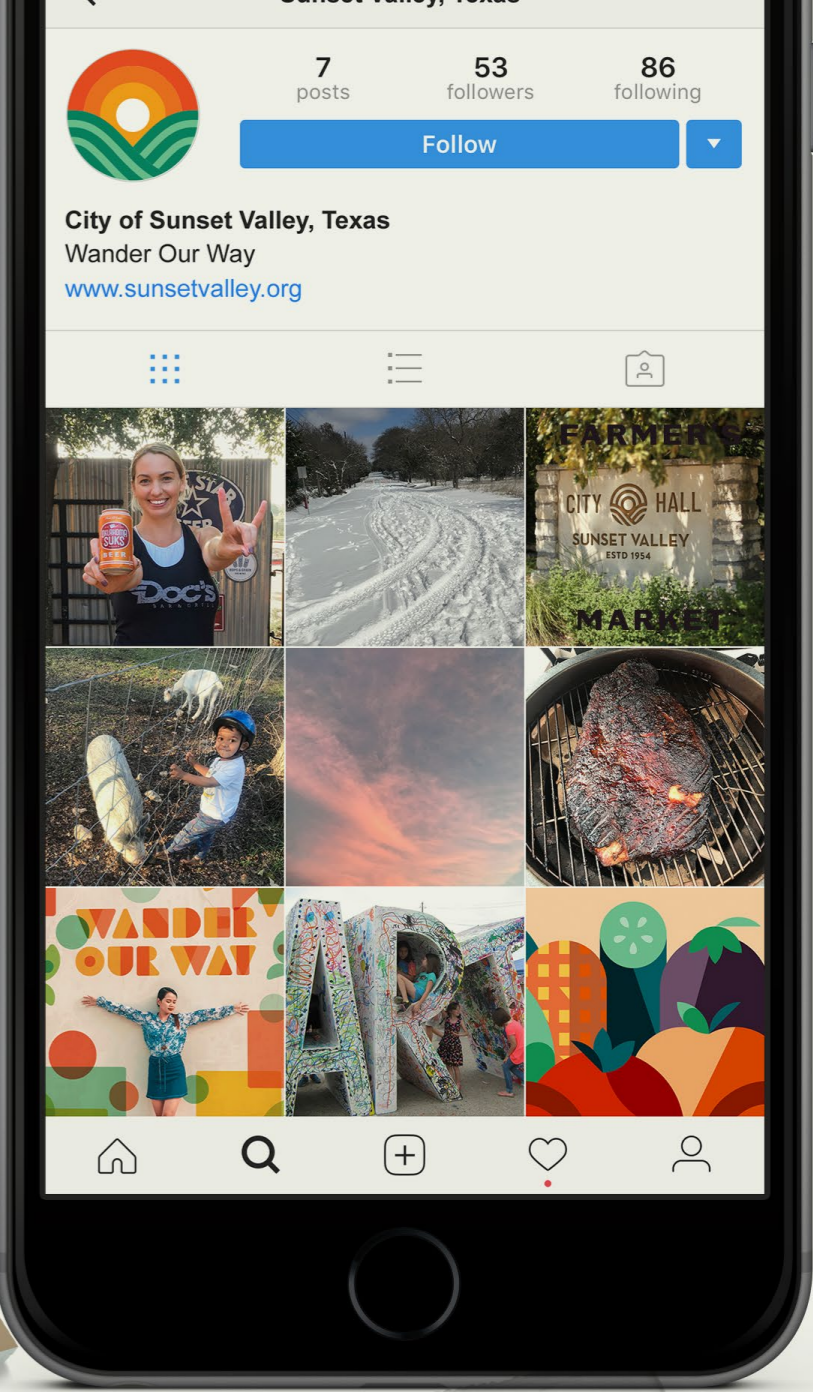
In Sunset Valley, taking a little time to explore is always a rewarding experience. The sheer variety of things to see and do in a space this compact means you can feel the joy of getting lost... without actually getting lost. And even if you were to, the friendly and welcoming people who call Sunset Valley home are eager to show you the way. This is a bright, energetic, eclectic town full of surprises. And all you have to do to find them is wander our way.



SUNSET VALLEY

WANDER OUR WAY







CARE FOR SOME CULTURE?

WANDER
OUR
WAY

VISIT ARTFEST

PLANNING SOMETHING BIG?

WANDER
OUR
WAY

VISIT HOMESTEAD

REFRESHING YOUR WARDROBE?

WANDER
OUR
WAY

SHOP THE VILLAGE

BARBECUE, BURGERS & BEER?

WANDER
OUR
WAY

DINE AT DOC'S

LOOKING FOR SOME REALLY FRESH PRODUCE?

WANDER
OUR
WAY

VISIT OUR FARMER'S MARKET

NEED A BREATH OF FRESH AIR?

WANDER
OUR
WAY

HIKE COUGAR CREEK

SUNSET VALLEY

WANDER
OUR
WAY

SUNSET VALLEY

WANDER
OUR
WAY

SUNSET VALLEY

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SUNSET VALLEY

WANDER
OUR
WAY



Discovery Spectrum
Eclectic - Rural

Engaging

Homegrown

Artistic

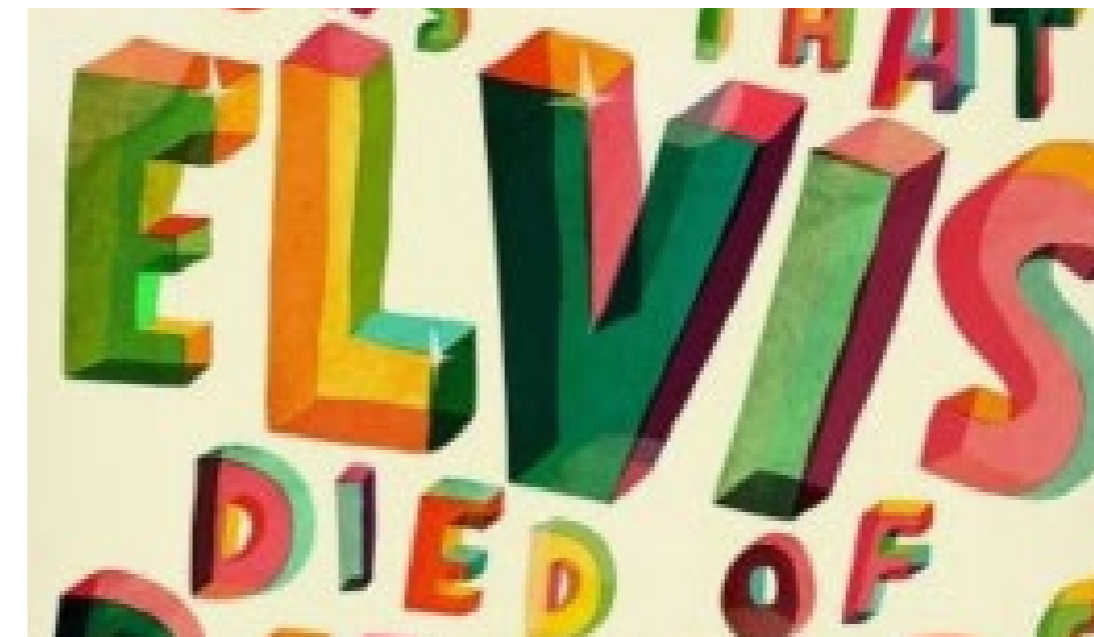
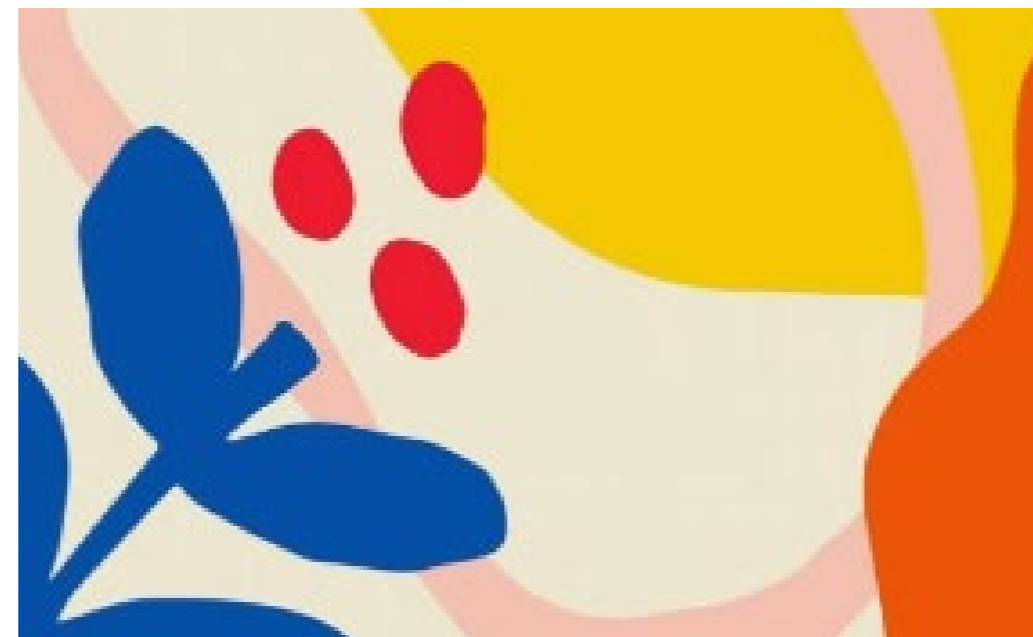
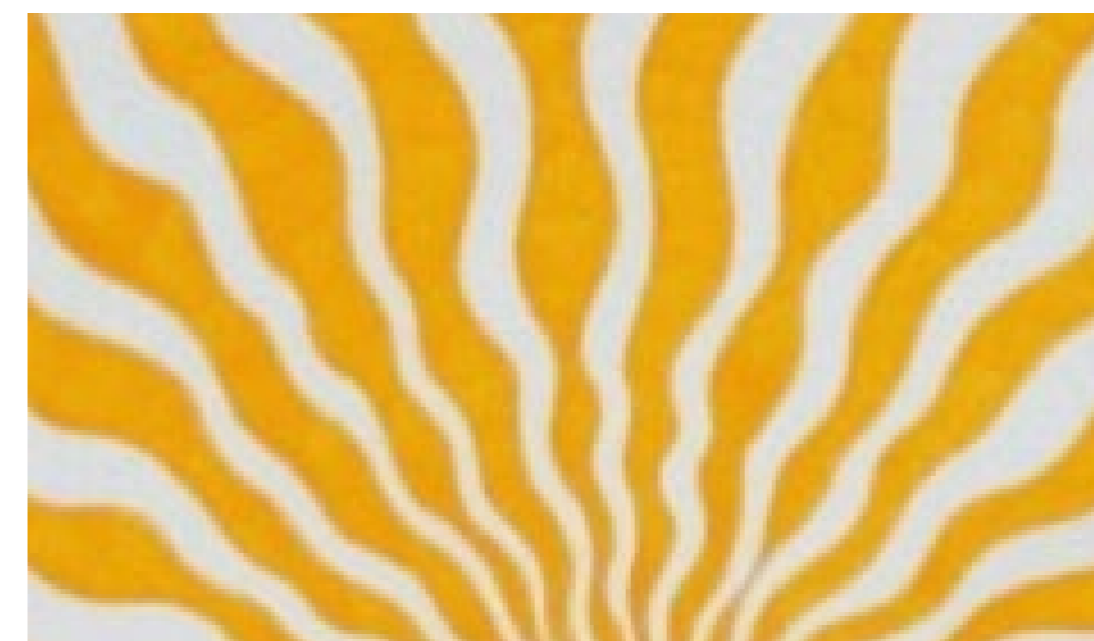
Approachable

Inviting

Offbeat

Crafted

This direction combines the beauty of hillside sunsets with the fun eclecticism of Sunset Valley, inviting you to step off the beaten path into something else.



Identity Concept 3

We're Something Else

There's nothing wrong with wanting to do things your own way. For Sunset Valley, that eccentric independent streak is what makes us who we are. We're not contrarian, we're just eclectic. And we're proud of it. We're a passionate, diverse group of people who go all in on the things we love most – from urban farming to hiking trails to a day of shopping – all at once. We're not worried about figuring out who we're not. We're happy with who we are. And who we are is something else.



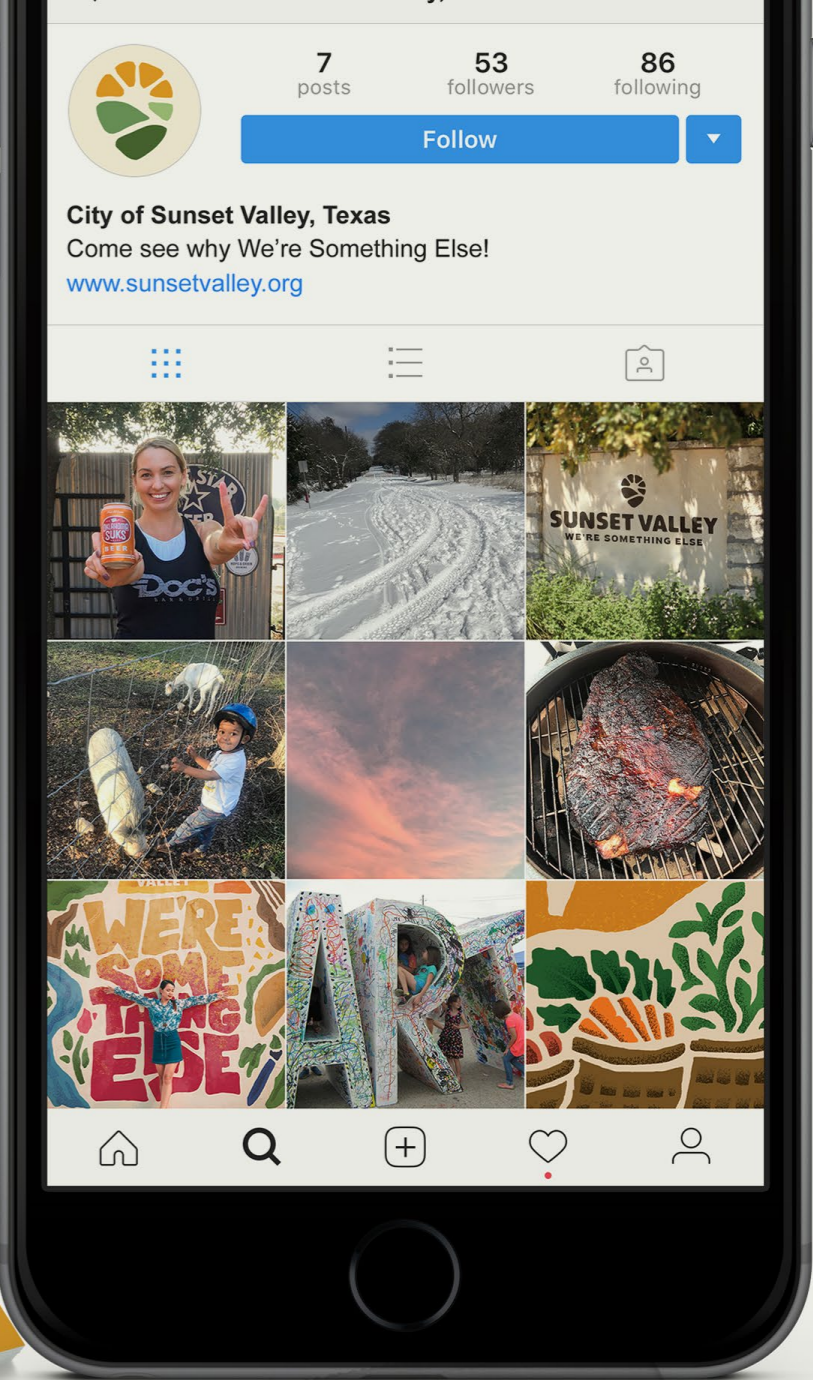
SUNSET VALLEY

WE'RE SOMETHING ELSE

Identity Concept 3

We're Something Else







Soak up some sun... and some culture

ANNUAL ARTFEST
SUNSET VALLEY

Grow your own produce... or buy it

THE FARMER'S MARKET
SUNSET VALLEY

Find holiday cheer... and holiday shopping

CELEBRATE THE SEASON
SUNSET VALLEY

Celebrate your big day... or your everyday

BRODIE HOMESTEAD
SUNSET VALLEY

Never shop on an empty stomach

SHOP AND DINE
SUNSET VALLEY

Start your day... and finish it

STOUTH AUS IN
SUNSET VALLEY

WE'RE SOMETHING ELSE

SUNSET VALLEY

WE'RE SOMETHING ELSE

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SUNSET VALLEY
WANDER OUR WAY



SUNSET VALLEY
WE'RE SOMETHING ELSE





THANK YOU

CANALES & CO